to time to improve their performance which is a continuous process. Disinvestment of non-strategic PSUs, according to the declared policy of the Government, is one of the ways of improving their profitability. Some of the other steps taken include managerial & financial restructuring; upgradation of technology, modernization of plant and machinery, cost control measures, rationalization of manpower, improved marketing strategies, formation of Joint Ventures etc. as the case may be.

Abolition of Wage Board

540. SHRI SUKHDEV SINGH LIBRA:
DR. ABRAR AHMED:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Indian Newspaper Society has requested Government that the Wage Board should be abolished to reduce burden on newspaper establishments;

(b) if so, the details thereof; and

(c) the reaction of Government thereto?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) to (c) The Information is being collected and will be laid on the Table of the House.

Revival of commissioning of programme by Prasar Bharati

541. SHRI GHULAM NABI AZAD:
DR. T. SUBBARAMI REDDY:
SHRI P.K. MAHESHWARI:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether after a long gap, Prasar Bharati is getting back to the commissioning mode all over again;

(b) if so, whether this proposal to revive commission of programmes was put forward at the Prasar Bharati meeting recently;

(c) if so, the decisions taken thereon; and

(d) by when, the Prasar Bharati would commission the programmes again ?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) to (c) Commissioning is one of the methods of sourcing programmes on Doordarshan, besides in-house production, sponsorship etc.

Prasar Bharati has intimated that it has been decided to commission proposals from outside producers in order to complement and supplement in-house production efforts, to ring in variety in programming for public interest, to promote excellence in video/film production, to produce programmes on such subjects where in-house production is not feasible and where commercial sponsoring is not available. Such a move will also encourage the outside producers who have generally made video/ film production their career.

(e) Prasar Bharati has intimated that commissioning would be done depending upon the requirements of Doordarshan and availability of funds.

Market for Indian films in China

542. SHRI NANA DESHMUKH:Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that China is emerging as a market for Indian films apart from Japan;

(b) whether it is also a fact that the prices being quoted by Chinese delegations at International Film Festival of India (IFFI) film bazaar are too low in comparison to Singapore market; and

(c) if so, whether Government propose to reconcile over the matter ?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) to (c) China is a potential market for Indian films. However, production, distribution and exhibition of films in India is in the private sector and negotiations for sale of Indian titles to various markets are conducted between the right holders/ distributors and the buyers directly.

There may be variations in prices quoted depending upon whether only TV rights are sought, or theatrical/TV/Video/Cable rights are sought.